

Minutes

Pagosa Springs Town Tourism Committee

Tuesday, August 25, 2009

Community Center - 4:00pm

Voting Members in Attendance: Daniel Gonzales, Bob Hart, Jon Johnson, Morgan Murri, Dan Rosenblatt, Jim Smith

Non Voting Attendees: Jennifer Green, David Mitchem, Mary Jo Coulehan

Absent: Janis Moomaw (excused); Angel Prueit (excused); Pam Shoemig (excused)

1. Call to Order
2. Determination Of Quorum (6) – quorum present
3. Approval of Minutes – July – Jon motioned, Daniel seconded; all approved
4. Chair Report – Bob
 - a. Board Positions open – John Harper , Suellen Loher
 - a. Jennie to send out notice of board openings – deadline to submit letter of interest by 9/11
5. TTC Coordinator Report
 - a. Schedule meetings for marketing, website, External PR, maps
 - i. 10:30 am Friday Aug 28th for marketing hodgepodge; map meeting to be scheduled once next revision of maps are received
 - b. Media Kit
 - i. Create programmed CD that would contain media introduction and offer, summer / winter visitor guides, photo gallery, video collection, area maps, etc
 - ii. Place all online under new section “media kits”
 - iii. Select media database for 2010 – determine payment schedule and earliest TTC can access

- iv. Determine short-term capabilities / budget for printing media kits, mailing packages, creating CDs, etc.
 - c. TTC Board Member Cliff Notes – coming soon! Reviewing all past minutes to put together a “history of the TTC” to aid in board member transition
 - d. Tourism Marketing Class – in September! Overview of opportunities to reach tourists through marketing efforts:
 - i. Review all free marketing options – tripadvisor, facebook, twitter, website, email blasts, PR efforts through TTC, etc
 - ii. Discuss local advertising options – visitor guides, pagosa.com, etc.
 - iii. Discuss co-op advertising options through TTC – COSVG, Santa Fe Guide, Durango Guide, Around 505, online, etc.
 - e. Gateway Update – 2nd month live!
 - i. Kory provided an update covering July 1-31st - the first official month live
 - ii. Phone calls produce better results
 - iii. Gateway.com has generated \$4351 through their own website and marketing efforts
 - iv. Pagosa Vacation Reservations has produced \$3943.52 in total sales thus far
 - v. Chamber newsletter to include gateway article; Mary Jo discussed December sales event to offer packages
 - vi. Kory to send URLs for various packages
6. Treasurers Report – Dan
- a. Monthly Town Lodging Receipts report
 - i. Lodging taxes are up 12% July; 7.94% YTD
 - ii. Mary Jo pointed out county lodging taxes were up 3.5%
 - iii. Current finances – repayment of loan for additional Visitor Guides – money was never borrowed; cash flow positive officially
7. Subcommittee Reports
- a. Budget – Dan – 2010 budget approval
 - i. Dan presented and handed out copies of the 2010 preliminary budget for initial review
 - ii. Bob suggested we vote on Sept 15th
 - b. Fulfillment Package – Jim – Winter “Official Visitors Guide”
 - i. TTC ad has been submitted; maps are underway
 - ii. David asked about state visitor centers not having the Official Visitor Guide

1. Mary Jo discussed that Creede, Alamosa and others do not have the new guide – they still have “What’s your Rush”; Bob said old material should be thrown out
 2. David asked if we could drive around and deliver the new guides
 3. Mary Jo discussed the expense of shipping boxes; Mary Jo was asked to produce list of area and state visitor centers and determine what materials they have in stock
- c. External Marketing/PR- Dan Rosenblatt
- i. Santa Fe Visitor Guide is being considered as a new option in 2010
 - ii. Trip Advisor and Colorado.com being considered for 2010 online marketing options; able to target IP addresses by geography for more targeted audience
- d. Website- Jennie – Videos added; more coming; review all updates during Friday Marketing meeting
- e. Events – Janis – next meeting beginning of Oct
- f. Visitors Center report – Mary Jo – overall numbers are good; July fulfillments were up 264%; visitor center traffic is up 13.4% YTD; Mary Jo has ordered additional polybags
- g. Out of the Box Brainstorming – Jim Smith
- i. Skate Park – adding movie wall to leverage one side of the park
 1. We’ll determine how to present idea, when location of skate park is determined – Charlie Hoch is leading effort
 - ii. Ice Wall – totally not possible, according to Morgan
- h. Lodging Occupancy Reports – Daniel
- i. Daniel shows that 2009 versus 2008 is down \$10k - various confusion amongst the board as to how these numbers show we’re down and overall town is up 7.94% and county 3.5%; report shows first only 6 months of collection
- i. Lodging tax audit – Daniel
- i. Gloria is struggling to get updated tax roll; list currently sorted by mailing address
 - ii. Don Warren - tax collection is enforceable – must be reported to state, they will investigate and if they determine there are discrepancies, they will report back

- j. Local Collaboration/ Local PR - Morgan Murri
 - i. Next State of Tourism report will be sent out next week; Jennie to draft and send to Morgan
- k. Capital Projects – Jon Johnson – Signage and Wayfinding
 - i. Next meeting scheduled for Tues Sept 1st
 - ii. Grant writing efforts underway; Cappie White helping with his expertise; Jon is excited about the \$20k TTC has budgeted and town match; pursue grants to match collective total
 - iii. Mary Jo suggested getting PROST funding for trail signage – for a county match
- l. Customer Service program –
 - i. Mary Jo has spoken with Joe Keck; there is a woman out of Cortez, who works with Durango that might be helping us with a course
- 8. Old Business –
 - a. River Tubing
 - i. New features being added this fall; east of the bridge
- 9. New Business
 - a. Public Comment
 - i. Daniel Gonzales introduced Lodging Association
 - ii. Mary Hart, VP of the Lodging Association, spoke on behalf of the lodging association – they are unhappy with the current relationship with the TTC; the members of the lodging association are successful, longstanding lodging establishments; however they are seeing declines in their businesses this year and believe the increase seen by the increase in lodgers tax is from the Springs Resort and vacation rentals – and not from efforts of the TTC.
 - 1. They want to see quarterly reports, monthly reports, more updates on the status of the TTC efforts, budget, etc to see how money is being spent; they question Jennie’s hours and how the time is being spent and why she hasn’t been attending Lodging Association meetings; feel Jennie should actively participate with lodging association

- a. Jennie stated that she has not been informed of a lodging association meeting since the March or April meeting; however how her time is spent is dictated by the TTC board.
- b. Morgan Murri and Jim Smith both expressed an interest in dialogue with the Lodging Association

2. Daniel will coordinate meeting with Lodging Association – TTC suggested prior to Sept board meeting

- b. Any other new business to come before the Committee

10. Adjournment – Daniel motioned, Morgan seconded; all approved